

News Release

Hakuhodo, Inc.
Hakuhodo DY Media Partners Inc.
D.A.Consortium, Inc.

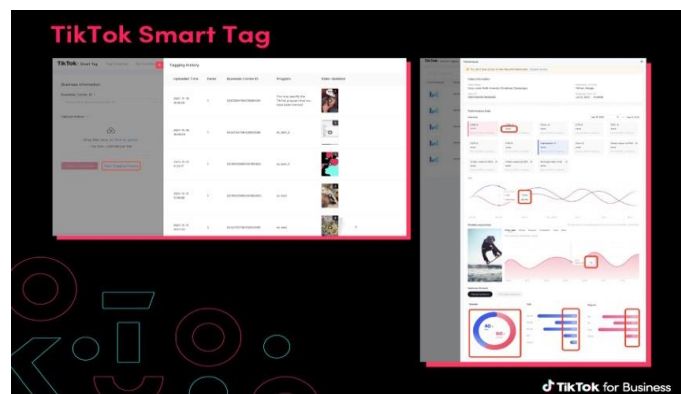
Hakuhodo DX United's creative team Quick Movie becomes the first in Japan* to acquire a TikTok Marketing Partner Certified Creative Badge

~Gains access to management tools available only to certified partners to enable more detailed analysis and campaign management~

Tokyo, October 5, 2022 – Hakuhodo, Inc. (Hakuhodo), Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners), and D.A.Consortium, Inc. (DAC) are pleased to announce that Quick Movie, a team of operational creative experts specializing in video, has become the first in Japan to be certified as a partner in the field of creativity and has earned a Certified Creative Badge under TikTok for Business's TikTok Marketing Partner Program. Quick Movie is division of Hakuhodo DX_United, a cross-company strategic organization of Hakuhodo, Hakuhodo DY Media Partners, and DAC.



Under the TikTok for Business's TikTok Marketing Partner Program, the Certified Creative Badge is awarded to partner companies that have demonstrated a wide-ranging knowledge of and ability to execute TikTok creative. Worldwide, over 75 companies have acquired this recognition (as of October 3, 2022) and the Quick Movie team is the first in Japan. Partner companies are given special access to TikTok Smart Tag, a new creative management tool that allows creative analysis and campaign management.



TikTok Smart Tag creative management screen



Ever since TikTok began advertising services in Japan in 2018, Quick Movie and TikTok for Business have been actively working together to conduct TikTok analyses, gather creative tips, and host joint study sessions. In 2021, as the first joint creative team among Japanese advertising companies, Quick Movie and TikTok for Business formed TiQuick, an expert team of creators with extensive experience specializing in vertical video and planners who are familiar with the characteristics and context of each video platform and social media. TiQuick analyzes TikTok videos and programmatic ads, measures ad effect when combined with other forms of media, develops new creative methods, and proposes new full-attention video solutions that are captivating and in line with the user's needs and the platform's features. The Certified Creative Badge was awarded in recognition of these achievements. This is the first time a Japanese organization has been certified.

As a certified partner, Quick Movie will utilize TikTok Smart Tag to enhance creative and improve ad management with the goal to create opportunities for sei-katsu-sha (a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply "consumers") to interact and fall in love with brands and products.

*Based on a survey conducted by TikTok for Business (as of October 3, 2022)
<https://ads.tiktok.com/marketing-partners/directory/pc/ja?rid=t60c1z4ptd&countries=JP&languages=ja&specialties=3>

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For inquiries regarding this News Release

Hakuhodo Inc. Corporate Public Relations Division
e-mail: koho.mail@hakuhodo.co.jp

Hakuhodo DY Media Partners Inc. Corporate Public Relations Division
e-mail: mp.webmaster@hakuhodody-media.co.jp

D.A.C Consortium Inc. Corporate Strategy Group Public Relations
e-mail: ir_inf@dac.co.jp

■ Quick Movie

Quick Movie is a creative team that brings together HakuHodo DY Group's many years of experience developing creative and its extensive knowledge of data-based media planning to deliver videos for recognition, branding, fan acquisition and fan building that effectively resonate with sei-katsu-sha, a term HakuHodo uses to denote people with lives, aspirations and dreams, not simply "consumers."

<https://www.hakuhodo.co.jp/quickmovie/>

■ HAKUHODO DX_UNITED

HakuHodo DX_United is a cross-company strategic organization of HakuHodo Inc., HakuHodo DY Media Partners Inc., and D.A.Consortium Inc. (DAC) that supports the digital transformation (DX) of clients and partner companies with integrated marketing DX and media DX.

<https://hakuhodo-dxu.com/>

■ TikTok for Business

TikTok for Business is a marketing solution platform. By naturally bringing together audiences looking for new hobbies and interests with companies/brands, it enables communication that goes beyond the framework of conventional advertising. From expanding recognition to acquiring customers, it helps resolve business issues across a wide variety of funnels.

■ TikTok Smart Tag

TikTok Smart Tag is a platform that enables quick and easy tagging of assets that marketing partners and creative vendors have created for TikTok ad campaigns. By placing tags on creative assets with TikTok Smart Tag, TikTok can identify the marketing partner or creative vendor as the asset owner. Ad performance data for each creative asset can also be confirmed after acquiring consent from the advertiser.